



Social Marketing/Digital Marketing

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The basic goal of marketing is to influence behaviour

Whether it be a

■ **Product**

■ **Adopting a new practice**

■ **Getting your cattle immunized**

Key Concept - Exchange

- Increase or highlight the benefits
- Decrease or de-emphasize the barriers
- Change the product, price, place or promotion to meet the exchange, if necessary

Exchange

You Give Me

\$1.00

You Get

A Pepsi

- a thirst quencher
- good taste
- fun
- youthful feeling
- girl/boyfriend

Exchange

You Give Me

Money

Time

Momentary discomfort

You Get

An immunization

- better health
- avoidance of greater discomfort (sickness)
- ability to go to school, work, travel

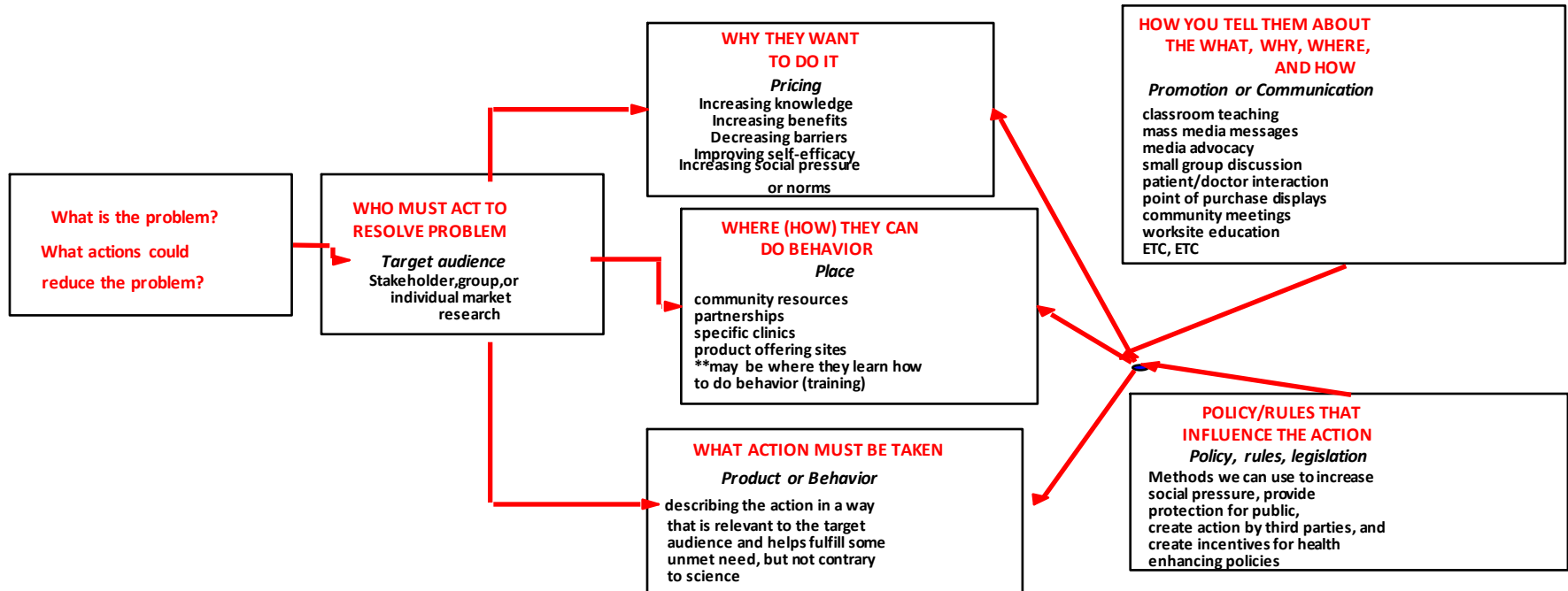
Marketing allows us to bring in
socially desirable behaviours

When we do that we contribute to
Social marketing

Since it covers a wide range of issues not necessarily connected to commercial considerations it has a wider, if not commercially, desirable perspectives

Social Marketing:

A Model for Interventions that Facilitate Change



Social Marketing as a Model for Interventions that Facilitate Change

Susan D. Kirby, 1995

**For the past two decades, the focus has been on
'marketing' Social marketing – using the concepts
of exchanges, transactions, segmentation, target
marketing, consumer research and positioning**

**Understanding, creating, communication
and delivering customer value and
satisfaction are at the very heart of
modern marketing**

- Kotler and Armstrong

Social Change Campaigns often fail because

- People are uninformed and this makes them harder to reach through conventional media**
- Response to new information increases with audience involvement or interest; if few people are interested, few will respond**
- Response to new information increases with information's compatibility with audience attitudes. People tend to avoid disagreeable information**
- People read different things in information, depending on their beliefs and attitudes**

Why does this happen?

Researchers have cited several factors that dilute mass media effect

- **Audience factors - apathy, defensiveness, cognitive disability**
- **Message factors – attention, comprehension, perception**
- **Media factors – appropriateness of media**
- **Response- mechanism factors – making it easy for the audience to respond**

In order to bring about change in customer/prospect behaviour, the marketer has to first understand the barriers against change by positioning himself/herself in the shoes of the prospect/customer

Conditions that favour Social Change Campaigns

- **Monopolization - Could you be the only message or only use that medium exclusively?**
- **Canalization - Favourable public attitude base helps to channel existing attitudes and behaviour**
- **Supplementation – mass media communication supplemented by face-to-face communication**

So for any Social Change program, the marketing challenge is to identify

- **Cause** – social objective to provide a desirable answer to a social problem
- **Change agent** – whoever attempts to bring about the social change
- **Target adopters** – individuals/groups/entire population
- **Channels** - communication and distribution pathways which help exchange influence and response between change agents and target adopters
- **Change strategy** – program adopted to effect change in target adopters' attitudes and behaviours

Any social program attempts to
market a **social product**

What is a Social Product?

It could be an

- **idea**
- **practice**
- **tangible object**

Social marketing requires knowledge of each target –adopter group

- Socio demographic characteristics
- Psychological profile
- Behavioral characteristics

These help make accurate
predictions

Predictions are prerequisites to the
ability to influence outcomes

Social marketing would have to identify 'influentials'

The aim is to neutralize, the
opposition and gain support of
'influentials'

Influentials could be

- Permission granting groups
- Support groups
- Opposition groups
- Evaluation groups

Social Change – Management Technology

The social product must fit the target adopter.

- Defining the fit – what are the TA looking for?
- Designing the fit – what makes a good fit?
- Delivering the fit – How to bring it to TA?
- Defending the fit – How do I sustain it?

Digital Marketing

What is digital marketing?

Digital marketing can be described as actively promoting products and services using digital distribution channels as an alternative to the more traditional mediums such as television, print and radio

Digital Marketing

What is Digital Marketing?

- **Today's consumer is more cognizant of the marketing messages all around them, leaving them more likely to tune out advertisements or other forms of marketing communication**
- **In the “golden age” of television, an ad on one of the big three networks could reach 70 percent of the viewing audience**
- **According to Seth Godin (author of *Permission Marketing*) today's consumer receives roughly one million marketing messages a year on average**

Digital Marketing

Overwhelmed consumers are becoming adept at tuning out marketing messages

- E-mail filters to block spam
- Digital video recorders (DVRs) to skip commercials
- Caller ID to screen telemarketers
- Recycling direct mail pieces without opening them

Digital Marketing

Business and marketing professionals refer to this saturation as “clutter”

- Clutter is a major problem for today’s marketer
- The cost of selling has almost tripled over the past decade
- Today’s consumer has a broken trust with traditional marketing means (broadcast media, print media etc.)

Digital Marketing

How does clutter impact marketers?

- Marketers today must determine ways to effectively cut through the clutter if the firms they represent are to financially thrive
- Today's digital marketers must become more creative and free thinking in their approach to promoting company products and services
- Sports, entertainment and event marketing provide an effective means for cutting through today's marketing clutter

Digital Marketing Strategies

How are marketers adjusting?

Digital marketers turn to technology to help reach target consumers

1. Internet marketing
2. Mobile marketing
3. Social marketing
4. Viral marketing

Digital Marketing

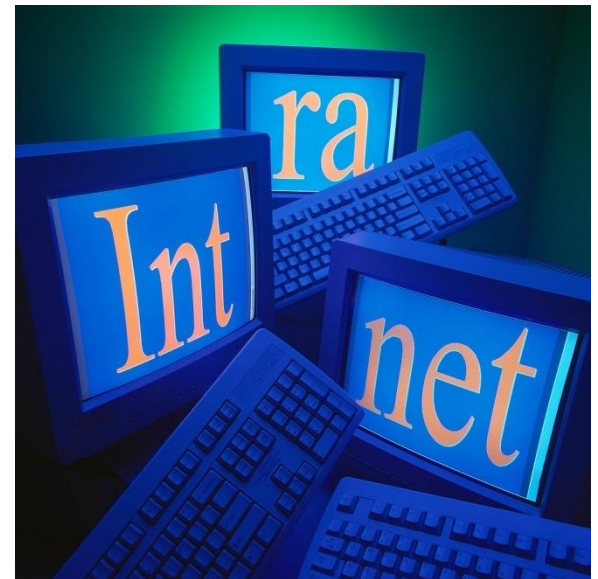
How are marketers adjusting?

The goal for digital marketers is to focus on **interactive elements**, encouraging consumers to participate in the marketing process

U.S. interactive marketing spending will reach \$55 billion by 2014, making up 21% of all marketing spending, according to a report issued by Forrester Research

Internet Marketing

The Internet, far more than any other medium, has given consumers a voice, a publishing platform and a forum where their collective voices can be heard, shared and researched, creating a more powerful and educated audience than ever before



Digital Marketing Strategies

Consumer-Generated Media (CGM)

Encompasses the millions of consumer-generated comments, opinions and personal experiences posted in publicly available online sources on a wide range of issues, topics, products and brands

Also referred to as
**Online Consumer
Word-of-Mouth or
Online Consumer
Buzz**

Digital Marketing Strategies

Consumer-Generated Media (CGM)

1. Blogs
2. Message boards and forums
3. Social media
4. Discussions and forums on large email portals (Yahoo!, AOL, MSN)
5. Online opinion/review sites and services/feedback/complaint sites

Digital Marketing Strategies

Sports and entertainment properties use the Internet for a host of marketing functions

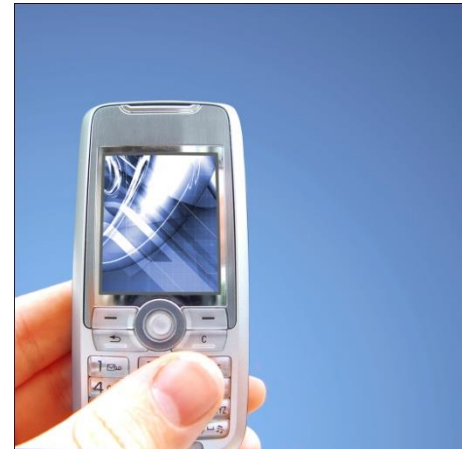
- Ticket sales
- Sponsorship sales
- Merchandise sales
- Additional revenue streams (banner advertising on team websites etc.)
- Community relations
- Player/staff fan connection (blogs, chats etc.)
- General promotion



Digital Marketing Strategies

Mobile Marketing

Mobile marketing refers to two different marketing means: one refers to marketing on or with a mobile device (such as a mobile phone) while the other (more traditional) is meant to describe marketing “on-the-go”



Digital Marketing Strategies

Apps have recently gained a lot of popularity among consumers

“Apps”

Apps are individual software programs designed to run on the Internet, computer, phone or other electronic device typically designed to increase functionality or ease of use

Digital Marketing Strategies

The sports and entertainment industry has taken note of the apps trend and launched a number of sports and entertainment related apps

Digital Marketing Strategies

Social Media

Social media describes the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, media and to otherwise interact



Digital Marketing Strategies

Social media presents itself in the form of many variable applications

Google+

➤ Google+

➤ YouTube

You**Tube**

 twitter

➤ Twitter

➤ Digg

digg

flickr 

➤ Flickr

➤ MiniClip

MINICLIP
FREE GAMES AND SHOWS

facebook

➤ Facebook

➤ foursquare

foursquare

➤ Vine



Digital Marketing

In today's digital marketing era, harnessing the power of social media has become a top priority of sports and entertainment properties of all shapes and sizes

Athletes, celebrities, leagues, teams, events and corporate sponsors are all shifting the focus to digital marketing strategies as they compete for attention in the social media space

Digital Marketing

Why is social media important to a sports or entertainment marketer?

1. In theory, social media is free
2. Allows an organization to reach a massive audience
3. Social media is still experiencing rapid growth, presenting unlimited potential for marketers

Why is social media important to a sports or entertainment marketer?

- Facebook: More than 1 active billion users 
- Google+: 359 million active users, up 33 percent from the number of users in 2012 
- LinkedIn: 225 million professionals and growing at more than two members per second, representing every company on the Fortune 500 in over 200 countries 
- Twitter: Over 555 million registered users, more than double the number of users in 2011 but users are actively engaged, “favoriting” more than 1.6 billion tweets in May of 2013 alone 

Why is social media important to a sports or entertainment marketer?

- YouTube: According to their website, over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year



- Foursquare: 33 million users with nearly 5 new users signing up every six months



Digital Marketing Strategies

Social Media Platforms

facebook

flickr

Google+



Pinterest



You Tube

Instagram

evite

Linked in



USTREAM™

Digital Marketing Strategies



Social Media Marketing

1. When in Doubt, Tweet
2. Respect the Fan
3. Use the Resources You Have
4. Follow Back and Listen
5. If it isn't Broken, Don't Fix it



twitter

Digital Marketing Strategies

Viral Marketing

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence

Viral marketing is the digital marketer's version of "word-of-mouth" advertising

REVIEW (ANSWERS)

Marketing Applications

- 1) Understand the concept of digital marketing

Today's consumer is more cognizant of the marketing messages all around them, leaving them more likely to tune out advertisements or other forms of marketing communication.

Digital marketers turn to technology to help reach target consumers. Marketers must be creative and innovative to connect with today's consumer and target audiences.

Thanks

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